

**WHAT IS CLAIMED IS**

1. A method for providing at least statistical information, the method comprising:

obtaining usage information, the usage information being related to a person's interaction with technology;

obtaining transactional information, the transactional information being related to information collected by the technology;

at least one of aggregating and segmenting at least one of the usage information and the transactional information to provide at least one of aggregated information and segmented information;

performing data modeling on at least one of the aggregated information and the segmented information;

applying at least one statistical methodology on at least one of the modeled aggregated information and the modeled segmented information to provide statistical analysis information;

performing data modeling on the statistical analysis information; and  
presenting the modeled statistical analysis information.

2. The method of claim 1, wherein the technology includes a CRM/SFA system and the transactional information being related to at least one of sales contacts and sales calls.

3. The method of claim 2, wherein the usage information further identifies a portion of the CRM/SFA system used by the person.

4. The method of claim 3, wherein the usage information further represents an amount of time the person used the portion of the CRM/SFA

system.

5. The method of claim 1, wherein the step of performing data modeling includes dimensional modeling.

6. The method of claim 5, wherein the dimensional modeling includes at least one of a star schema and a snowflake schema.

7. The method of claim 5, wherein the dimensional modeling includes variable depth hierarchies.

8. The method of claim 5, wherein the dimensional modeling includes slowly changing dimensions.

9. The method of claim 5, wherein the dimensional modeling includes standardized hierarchies.

10. The method of claim 1, further comprising receiving at least one of help-desk support information, professional performance information being related to the person's professional performance; technical support information, administrative information, planning information, training information, pre-sales call information, post sales call information and performing at least one of aggregating and segmenting on the at least one at least one of help-desk support information, professional performance information, technical support information, administrative information, planning information, pre-sales call information, post sales call information to contribute to the at least one of aggregated and segmented information.

11. The method of claim 10, wherein the professional performance includes the person's ability to meet a sales quota.

12. The method of claim 1, wherein the technology includes at least one of an information processor, a user terminal and a communication network.

13. The method of claim 1, wherein the step of modeling includes predictive modeling.

14. The method of claim 1, wherein the step of applying the at least one statistical methodology includes applying multiple linear regression that implements a stepwise variable selection method.

15. The method of claim 1, wherein the step of presenting the modeled statistical analysis information includes providing at least one report that is displayable in web browser software.

16. The method of claim 15, wherein the at least one report includes hyperlinks to at least one other report.

17. The method of claim 15, wherein the at least one report demonstrates at least one of how the technology is used, when the technology is used, the business processes that are enabled by the technology, the duration of time that the technology is used and how actual technology usage compares with intended technology usage.

18. The method of claim 1, wherein the usage information and the transactional information are related to at least two people.

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19. The method of claim 18, wherein the step of presenting the modeled statistical analysis information includes providing at least one report that compares at least one of:

the at least two people's intended usage of the technology versus actual usage of the technology;

how the at least two people use the technology;

when the technology is used by the at least two people; and

the at least two people's duration of time that the technology is used.

20. The method of claim 1, further comprising storing information related to at least one of the usage information, transactional information, aggregated information, segmented information and statistical analysis information in a data warehouse.

21. A system for providing information, the system comprising:  
a usage capture module for capturing usage information representing a person's interaction with technology;

a transactional information module that provides transactional information collected by the technology;

a professional performance information module that provides performance information representing the person's professional performance;

a data reorganization module that performs at least one of aggregating and segmenting at least one of the usage information, the transactional information and the performance information;

a data modeling module that performs data modeling on the at least one of aggregated and segmented information;

a statistical methodology module that applies at least one statistical  
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methodology on the at least one of aggregated and segmented information provide statistical analysis information;

a statistical analysis data modeling module for performing modeling on the statistical analysis information;

a data warehouse for storing information related to at least one of the usage information, the transactional information, the performance information, the aggregated information, the segmented information and the statistical analysis information; and

a presentation module for at least one of presenting the modeled statistical analysis information and correlating the person's professional performance and the person's use of the technology.

22. The system of claim 21, wherein the technology includes a CRM/SFA system and the transactional information is related to at least one of sales contacts and sales calls.

23. The system of claim 22, wherein the usage information further identifies a portion of the CRM/SFA system used by the person.

24. The system of claim 23, wherein the usage information further represents an amount of time the person used the portion of the CRM/SFA system.

25. The system of claim 21, wherein the data modeling includes dimensional modeling.

26. The system of claim 25, wherein the dimensional modeling includes at least one of a star schema and a snowflake schema.

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27. The system of claim 25, wherein the dimensional modeling includes variable depth hierarchies.

28. The system of claim 25, wherein the dimensional modeling includes slowly changing dimensions.

29. The system of claim 25, wherein the dimensional modeling includes standardized hierarchies.

30. The system of claim 21, further comprising a data reception module for receiving at least one of help-desk support information, technical support information, administrative information, training information, planning information, pre-sales call information, and post sales call information.

31. The system of claim 30, wherein the data reorganization module performs aggregation on at least one of the help-desk support information, technical support information, administrative information, planning information, pre-sales call information, post sales call information to contribute to the aggregated information.

32. The system of claim 30, wherein the data organization module performs segmentation on at least of the help-desk support information, technical support information, administrative information, planning information, pre-sales call information, post sales call information to contribute to the segmented information.

33. The system of claim 21, wherein the technology includes at least {00629513.3}

one of an information processor, a user terminal and a communication network.

34. The system of claim 21, wherein the data modeling module further performs predictive modeling.

35. The system of claim 21, wherein the at least one statistical methodology includes multiple linear regression that implements a stepwise variable selection method.

36. The system of claim 21, wherein the performance includes the person's ability to meet a sales quota.

37. The system of claim 21, wherein presentation module presents the modeled statistical analysis information as at least one report that is displayable in web browser software.

38. The system of claim 37, wherein the at least one report includes hyperlinks to at least one other report.

39. The system of claim 37, wherein the at least one report demonstrates at least one of how the technology is used, when the technology is used, the business processes that are enabled by the technology, the duration of time that the technology is used and how actual technology usage compares with intended technology usage.

40. The system of claim 21, wherein at least the usage information and the performance information are related to at least two people.

41. The system of claim 40, wherein the presentation module provides at least one report that compares at least one of:

the at least two people's intended usage of the technology versus actual usage of the technology;

how the at least two people use the technology;

when the technology is used by the at least two people; and

the at least two people's duration of time that the technology is used.

42. A system for representing an interaction between a user and a software application, the system comprising:

a configuration module that operates to receive information related to at least one portion of the software application;

a configuration record module that operates to provide an indicia representing the at least one portion in a configuration data record; and

a usage capture module that operates to provide the indicia from the configuration data record in a usage capture data record when the at least one portion of the software application is accessed by the user of the software application.

43. The system of claim 42, wherein the software application includes CRM/SFA software.

44. The system of claim 42, further comprising configuring the system to operate as a dynamic linked library file.

45. The system of claim 42, wherein the system operates within address space separate from the software application.



46. The system of claim 42, wherein the user capture module further operates to provide an amount of time the at least one portion of the software application is accessed by the user.

47. The system of claim 42, wherein the indicia includes an alphanumeric code.

48. The system of claim 47, wherein the alphanumeric code is represented as a single byte.

49. The system of claim 42, wherein the usage capture module operates without providing explicit reference to itself to a user of the software application.

50. A method for providing a dimensional data model to represent the effectiveness of at least one aspect of technology as a function of performance of at least one sales representative, the method comprising:

receiving electronic transactional information representing at least an interaction with a sales contact;

receiving electronic usage information representing at least an interaction between a sales representative and a computer software application;

receiving electronic ancillary information representing at least one of training provided for the sales representative or technical support provided for the sales representative;

performing at least one statistical analysis on the electronic transactional information, the electronic usage information and the electronic ancillary information, and performing dimensional modeling on at least one of the electronic transactional information, the electronic usage information and the {00629513.3}

electronic ancillary information;

presenting the dimensional modeling in web browser software; and

presenting a predictive model based on the at least one statistical analysis.

51. The method of claim 50, wherein the statistical analysis includes linear regression technique.

52. The method of claim 50, further comprising receiving electronic sales representative performance information representing at least one sales representative's performance goals and performing the statistical analysis on the electronic sales representative performance information.

53. The method of claim 52, further comprising receiving at least one of electronic training information, electronic background information and electronic experience information, support information, and electronic customer feedback information.

54. A method for providing CRM/SFA usage information for statistical analysis, the method comprising:

monitoring at least one portion of a CRM/SFA system while operated by a user;

referencing a configuration data record to determine whether the at least one portion is identified in the configuration data record;

providing an indicia that represents the at least one portion in a usage capture record after determining that the at least one portion is identified; and

transmitting the usage capture record to an information processor.

55. The method of claim 54, wherein the usage capture record is transmitted with transactional information provided by the CRM/SFA system.

56. The method of claim 54, further comprising transmitting the configuration data record with the usage capture data record.

57. The method of claim 54, wherein the usage capture record is provided in a database.

58. The method of claim 54, wherein the indicia is a two character alphanumeric value that is formatted as a single byte.